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November 25, 1981

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Dear j:

Based upon your firm's submittal of letter of interest and qualifications, the Boston Redevelopment Authority (BRA) hereby invites your firm to make a presentation of your qualifications and approach for an Urban Design/Land Use Analysis of Boston's Downtown Crossing Retail District.

This contract is funded by an UMTA Section 6 Grant, granted to the BRA on August 4, 1980. The total project cost is not to exceed \$60,000.

Final selection will be based upon consultant presentations, not formal written proposals. Presentations will be held on Friday, December 11, 1981. The attached Scope of Work outlines elements which the consultant is expected to address in the presentation. The duration of the presentation will be up to one hour and fifteen minutes, the final half hour of which will be reserved for questioning by the selection committee. The consultant is encouraged to bring samples of previous work. The consultant is requested to name the specific individual who shall actually perform rough architectural renderings on a "quick turn-around" basis. Examples of that individual's work should be presented to the consultant selection committee.

Handouts (11 copies) may be submitted at or prior to the presentation. These would outline actual project participants and their projected workload, project schedule and budget breakdown.

All submittals should be addressed to Mr. Robert Ryan and delivered to Room 920, City Hall, Boston, Massachusetts 02201. Any questions regarding the work scope and format of the presentation should be addressed to Mr. Matthew Coogan, the Project Coordinator for this contract. A member of my staff will contact you to arrange the exact time for the presentation.

Very truly yours,

Robert J. Ryan  
Director

cc: M. Coogan

Downtown  
XING

Attachment: Request for Proposal

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Request for Proposal

Downtown Crossing Urban Design/  
Land Use Analysis Contract

Boston Redevelopment Authority  
November 25, 1981

Kevin H. White, Mayor  
Robert J. Ryan, Director

Downtown -  
XING



## I. Overview

1. Introduction/Objectives
2. Coordination with Other Consultants
3. Final Report
4. Scheduling
5. Compliance with Federal Equal Opportunity Requirements
6. Criteria for selection

## II. Scope of Work



## I. OVERVIEW

### 1. Introduction/Objectives

The Washington Street retail district in Boston's Central Business District has traditionally been the hub of the City's and, to a lesser extent, the region's retail activity. The post-war years have seen a decline in this district's performance in both absolute terms and relative to the region. In order to help reverse this trend, the Boston Redevelopment Authority in November, 1975 submitted a Demonstration Grant Application for \$1.5 million UMTA Section 6 Demonstration funds for the construction and operation of the Downtown Crossing pedestrian/transit mall. The construction of the project was completed in September, 1979.

On August 4, 1980, the BRA was granted an additional \$575,000 of UMTA Section 6 Demonstration funds to among other elements, facilitate planning and analysis work to take advantage of these physical improvements by strengthening the retail performance of the Downtown Crossing Area. The Urban Design/Land Use Analysis Contract is an important element in this effort.

### 2. Coordination with Other Consultants

While the present contract will focus on the physical elements of area improvement, a concurrent consulting effort will focus on the economic/-market/operational factors involved in enhancing the retail district. The Urban Design/Land Use Analysis Consultant will play a major interactive role in determining the physical feasibility and means of expressing and realizing district-wide and sub-area retail enhancement strategies.

Accordingly the Urban Design/Land Use Analysis Consultant will consider his work to be part of a larger effort and will be prepared to coordinate closely with other consultants and relevant BRA staff.

### 3. Final Report and Work Products

Expectations concerning the products of this contract are detailed in Part VI of the Work Program.

### 4. Scheduling

The attached scope of work shall be completed 4 months after issuance of notice to proceed.

### 5. Compliance with Federal Equal Opportunity Requirements

All participating firms are required to be affirmative action employers and evidence to this effect must be submitted. The applicant is required to submit a GSA 254 Form or its equivalent.

### 6. Criteria for Selection

Selection shall be made based upon the consultant's:



- a. Expertise, creativity and "track record" in Urban Design/Land Use Analysis and planning for relevant economic/physical environments;
- b. Understanding of the practicalities of the retail industry and in particular of the CBD retail function; ability to integrate urban design objectives into the larger framework of maximizing the economic success of the CBD retail district;
- c. Ability to commit appropriate staff resources to the project so as to complete the project within the specified time frame;
- d. The creativity, originality, practicality and communicative skill demonstrated by the consultant in his presentation.



DOWNTOWN CROSSING MARKET ANALYSIS PROJECT

II. SCOPE OF WORK

URBAN DESIGN/LAND USE ANALYSIS CONSULTANT

Part I

Conceptual Landscape Design. Designs will be prepared to level of detail to allow for accurate costings and effective use by final engineering team.

1. Existing Bricked Area

- a. Proposed and cost new street furniture and lighting as appropriate.
- b. Design and proposed location of pedestrian graphic aids

2. The Tontine Crescent Project

- a. Prepare landscape plan for Franklin Street as follows:

- i. Washington to Hawley narrow roadway width to 20 feet
  - ii. Hawley to Arch:  
Major historic landscaped area, including fountain or artifacts as appropriate
  - iii. Arch to Devonshire:  
Narrow roadway, align sidewalks to new landscaped area

- b. Provide cost and construction schedule estimates for above; artist renderings as appropriate.

3. Upper Summer Street

- a. Prepare landscape and amenity plan for

- i. Hawley to Arch:  
road narrowed to one taxi lane and one by-pass lane (one-way east bound). Coordinate with redesign of new kiosk and E & H elevator. Plan for possible bandstand area.

- ii. Arch to Kingston/Otis:  
road narrowed to one service lane and one by-pass lane (one-way east bound). Coordinate with MBTA reconstruction project.

- iii. Kingston/Otis to Lincoln/Devonshire:  
Major pedestrian plaza with amenities and/or artifacts. Emergency service lane defined by ballard rows but no curbs or gutters.



- b. Prepare cost and schedule estimates for above; artist renderings as appropriate.
4. Prepare Designs for New Entrance Points
  - a. Washington at Temple
  - b. Franklin at Arch
  - c. Winter at Tremont
  - d. Summer at Kingston/Otis
  - e. Summer at Arch

Part II Conceptual Mixed-Used Development Planning

1. Kennedy's Parcel through Snow Place

Prepare conceptual schemes for maximum retail utilization of existing abandoned or under-utilized parcels, including development concept for Snow Place alley system.

2. Lower Summer Street/Essex Street Corridor

Prepare conceptual alternatives for mixed-use (retail and office, retail and housing, retail and hotel, etc.) development of block bounded by widened Essex Street, Lincoln Street, Bedford Street and Kingston Street. Show potential for integration or coordination with existing projects at Church Green and Bedford Block. Prepare initial Urban Design Guidelines for development of site. Document proposed use of site as Edison sub-station, and the implications of this on development potential.

3. Edison Air Rights Parcel

Prepare analysis of utilization potential given existing constraints of the site: i.e., the Edison power sub-station which occupies 60% of the available site. Document potential for integration or coordination with Lafayette Place Phase One Project.

Part III Retail Planning Guidelines

1. West Street. Prepare initial analysis of retail (and other mixed-use) revitalization of West Street, including potential for site assembly, consistency with historic preservation requirements.
2. Temple Place. prepare program for retail revitalization, as above, including analysis of need for traffic access versus street closure and new pedestrian amenities.
3. Bromfield and Province Streets. Examine need for, or relevance of alteration of Bromfield Street. Propose small scale improvements as appropriate, and document potential for rehabilitation of historic buildings.



4. Upper Washington Street. Propose potential for intensification existing ground floor retail as appropriate.
5. Winthrop Square Garage Parcel. Propose guidelines to ensure the provision of retail space within a mixed-use (office tower) development at this site. Propose scale of possible retail activity, and document relationship to over-all retail intensification strategy for expanded Downtown Crossing area.

Part IV Small Scale Environmental Improvements, and Initial Programming Concept

1. Alleys and Pedestrian Paths
  - a. Up-grading of Hawley Street between Franklin Street and second garage entrance.
  - b. Up-grading of Hawley Street between garage and Milk Street.
  - c. Improved treatment for Winter Place walkways.
  - d. Improved treatment for Orpheum emergency exit walkway.
  - e. Any further programming or amenity for Spring Lane.
  - f. Concept for stub end of Mason Street.
  - g. Snow Place concepts consistant with Kennedy Building re-use guidelines.

Part V Participation in Over-all Retail Strategy Planning

The Urban Design Land Use Analysis consultant will participate directly in the over-all strategic planning for the area, including examination of need for change in zoning, developmental control mechanisms, financing of capital improvements and financing of operating improvements such as jointly funded extraordinary efforts in promotion, maintenance, security and coordinated retail-mix planning.

Part VI Preparation of Final Report and Interim Graphic Presentations

The Urban Design Land Use Analysis consultant will have major responsibility for preparation of graphics for the project as a whole, and shall have the final responsibility for the preparation of the joint final technical report documenting the result of the full planning effort.

This responsibility will mandate that a senior member of the UD/LU team be involved with the entire project at all stages of the process. Specific promotional and other documents will be the responsibility of other consultants, but the over-all summary document will be prepared the Urban Design/Land Use consultant.

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MEMORANDUM

TO: Downtown Crossing Urban Design/Land Use Analysis Contract Selection Committee

FROM: Barry Abramson

DATE: December 9, 1981

SUBJECT: Consultant Presentations

Consultant presentations are scheduled as follows:

Friday, December 11

10:15 - 11:30	City Design Collaborative
2:30 - 3:45	Charles G. Hilgenhurst, Assoc.
3:45 - 5:00	Wallace, Floyd, Ellenzweig, Moore

Monday, December 14

8:45 - 10:00	Skidmore, Owings & Merrill
2:00 - 3:15	Anderson, Notter, Finegold

All presentations will be held in the Board Room.

Attached are copies of the RFP and final round selection letter. As you will note in this letter, consultants were not requested to submit formal written proposals, thus increasing the importance of the presentation to the selection process.

The final half hour of the presentations are reserved for questions pertaining to:

- Relevance of firm's and project team members' experience;
- Innovative/creative approaches/solutions applied to relevant projects;
- Success/failure of relevant projects.

